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Current Topics.

AUTHORSHIP being now the royal road to social distinction, it is not so surprising as otherwise might appear to see so many judges, lawyers, clergymen, soldiers, sailors, physicians and politicians turning to amateur novelists. Mr. Augustin Daly, the theatrical manager, has done more wisely than these in laying aside, for the moment, the habiliments of his own profession. He will be undyingly remembered in literature as the author of the most charming and unapproachable biography of that splendid and erratic luminary of the stage, "Peg" Woffington; nor will the printer or the binder of this latest product of the author's genius be soon forgotten of their kind.

THE late Matthew Arnold's critical article upon the American press, in the *Nineteenth Century* magazine, has gone sounding over the North American continent, and the press aforesaid has been for the past two or three months engaged in examining and reporting upon itself. It is to the credit of the

conductors of the press that in the main they candidly admit the sincerity and general accuracy of what the lamented critic has said about American newspapers; that they lack in truth and soberness, and run largely to personality and sensationalism. But they deny responsibility for any tendency in the national character towards destruction of the discipline of respect or the feeling for what is elevated. Newspapers are private undertakings, founded and supported by private means for the purpose of lawful gain to those whose capital or labor is invested in them. No pious millionaire endows them in behalf of morality, nor rich philanthropist in the cause of education. So far as they fit the public need, as the public feels its need, they succeed; so far as they do not fit that need as it is felt, they fail, and all their good intentions with them. Journalists think it hardly fair to exact from them, as a whole, proofs of a higher intelligence and conscience than their day and generation possess at large.

THE public benefits of competition are again exemplified in the renewed ardor and enterprise exhibited by our leading illustrated weeklies since an illustrated weekly journal from over the water has established an American agency, to place its issues on the market at the same price as the native journals, which price, by the way, is one-sixth less than the selling-price at home. The growth of the United States in population, wealth and culture is not lost upon the British publisher or author, who is rapidly coming to look upon America as his leading field of profit.

THE surprising occasional carelessness of business men is exemplified in a recent complaint, by a great manufacturing company, that it has been put to serious loss in the execution of certain contracts through a rise in the price of a commodity necessary to the performance of such contracts. The facts, as stated by the aggrieved corporation, are that the contracts were entered into upon the faith of a mere offer to supply the commodity at a certain price, which has since trebled under the operations of a Trust; but the complainants have failed to explain why they did not contract with the party making the offer before obligating themselves to third parties upon the basis of the offered price.

ONE result of the desolation wrought upon the book trade by the flooding of the market with cheap reprints of standard or pirated works, has been a remarkable increase in the number of new magazines and reviews on both sides of the Atlantic. The reason is not far to seek: publishers must employ their capital and experience in some direction or go out of business, and professional writers must find employment for their talent in one way if not in another. The English-speaking peoples are very numerous and they are great readers, but they cannot consume all the magazine literature offered to their use, nor is it desirable that they should. When athletes find hash a better diet than beefsteak, readers may profit more from a clever short story than a skillfully wrought novel, or from a compendious article than an exhaustive treatise; but the greatness of the race was not nurtured upon such a regime and cannot be maintained upon it, if experience counts for anything. There is a vast difference between a thousand people who know and do a little of many things, and another thousand who severally know and do a few things thoroughly. The former are filled with uneasy longings to possess the earth, the latter will possess it without wasting much time on empty desire.

VOLAPUK, the "world language," has scored a success in one direction, having been taken up as an advertising device to call attention to the merits of a patented article of desk furniture. With the thoroughgoingness that characterizes the American people in general, and the progressive portion of them in particular, no expense has been spared to obtain an accurate translation of the advertisement into the new tongue, and the interlineation of the English and Volapuk words enables a reader to get some idea of the system upon which the new speech is constructed.

THE St. Louis and Chicago platforms both admit that reduction of the Federal revenue is necessary, in order to do away with a surplus in the Treasury. This reduction the St. Louis platform purposes to effect chiefly by reduction of import duties, and the Chicago platform chiefly by reduction of internal revenue taxes. The St. Louis platform contemplates a considerably larger reduction than does the other, which proposes that some of the surplus go for useful expenditures not included in the other programme. Here are two independent issues, sharply defined and differentiated, which every voter should make up his mind about and then vote as he thinks, without regard to past affiliations. We have old names but new parties, now.

THE Press should have nothing but good words and wishes for the new department of journalism at Cornell University. Editors and reporters are eloquent otherwise than by silence over the mission and the power of the newspaper press; they are not insensible nor unduly reticent concerning the degree of failure on the part of those in charge of it to come up to its higher "possibilities;" they would flout indignantly the suggestion that the duties of a journalist and the practice of his art are to be successfully acquired otherwise than by arduous training and exercise. The faculty at Cornell take the

same view of the profession of journalism as those that belong to it and they modestly purpose, in behalf of the mutual interest of the public and the university, to furnish a preparatory course for such young men as may be able and desirous to avail themselves of it, and to carry them far enough along to test their suitability for and attachment to a journalistic career. In doing so much, they cannot fail to send to the lowest round of the ladder in newspaper offices a number of candidates better selected and qualified than can be possible with those whose thoughts and activities have not at all been turned or exercised in the direction of the work of an editor or reporter, and this will be so much "clear profit" to the Press.

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THE *American Bookmaker* announces the good news that the public have grown tired of spoiling their eyes by reading pirated novels printed from small type, with poor ink, on bad paper, and that henceforth the buccaneering publisher will offer his plunder in more attractive, and less physically hurtful packages.

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THE prevalent tendency to organize upon bases of a merely temporary or slender character was, some time ago, illustrated by the little band of colored men who led the horses attached to General Grant's funeral-car, and, more recently, by those printers of Philadelphia who have, at various times, served as delegates to the conventions of the International Typographical Union. In the first-named case the bond of union results from association in the performance of a single service, occupying but a very brief space of time, and never, in all probability, to be repeated; in the last-named case, from the circumstance that each member of the new typographical organization has, at some time, performed the incidental service of representing his home society in the conventions of the general body. The Ex-Delegates' Association made a good start with a

successful anniversary dinner in commemoration of the birthday of that benefactor of the craft, Mr. George W. Childs, but that could have been as well and more appropriately done under the management of a committee representing the entire fraternity of Philadelphia; while as to other matters, it is difficult to conceive what permanent associate interests are possessed by an ex-delegate that are not shared by all members of the Typographical Union.

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THE disposition shown in Congress and by some of the State legislatures to bring Mercantile Trusts within the domain of the criminal law, is open to the criticism that it proposes a violent remedy for a merely transitional mischief. Contracts in restraint of trade being non-enforceable in the courts, it follows that Trusts have no strength beyond the voluntary observance of their provisions by the several parties composing them. The facts, that they do rest upon pure voluntarism and that these voluntary engagements are meeting with efficient obedience, are in themselves proofs of the desperation of their framers at the existing state of their trade, since men will not put their means, capacities and opportunities under restraint willingly. Trusts are the result of over production, and will vanish as soon as the surplus products disappear. Meanwhile, the evil done by them is greatly exaggerated, for men will not habitually continue business at a loss, and as soon as profits grow fairly remunerative, it will be impossible to hold members of Trusts to their restrictive engagements.

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WITH two sound-writing machines, the Phonograph and Graphophone, hovering above "the market," and threatening to descend upon it, and a new type-writer from the now prolific latitude of Washington, alleged to be freed from all the defects of existing "typers" and to possess perfections as yet undreamed of in such instruments, it would seem as though the days of

manual writing implements were numbered and the tale of their years nearly completed. Still the battle rages among the hosts of fountain and stylographic pens, which flood the stationery market in numbers sufficient to supply one for each of the numerous pockets worn by members of the male population, and still the old foggy contentedly grips his Gillot, or Falcon, or Spencerian, and uses the time consumed by the recurrent dip into the *inkstand* to give a new and improved turn to the phrase or thought arrested by the mechanical and almost unconscious movement toward the humble yet precious fluid. Bring on your phonographs and stylographs and type-writers, gentlemen, for this is the age of progress (as every age before it has been in a general way), and the world will decay when it ceases to move; but any stationer will tell you that the quill pen and the wafer have not gone utterly out of use yet.

THE balance, disturbed by the organization of labor against isolated capital, is being rapidly restored by the organization of employers for defence and protection of their common interests, and the two classes thus stand face to face, and once more upon equal terms. We say "equal terms" advisedly, because each class is indispensable to the other, and this mutuality of dependence cannot be put to mutually beneficial use unless there is at least an approximation to equality in their respective situations. Each side having now tested its strength as against the other, with the proved result that neither is predominant, and the present economic position being one of exhaustion from a wasteful struggle, the next step in order would seem to be, rationally speaking, a fusion of the organizations of employers and employed; in other words, a restoration of the old trade-guilds, with necessary modifications to meet modern conditions. There are signs of a tendency towards this solution of a difficulty that has become acute under a very rapid development. A trade organization,

embracing in the one body those who furnish the capital and those who supply the labor by joint means of which the trade is carried on, ought, in the very nature of things, to prove capable of harmoniously conducting its particular affairs, and in winning from the general activity of the community its due proportion of the fruits of industry. While there is differentiation, there is no antagonism of interest between those who devote their capital and those who devote their labor to industrial uses; and yet, if these forces constitute one army, it is hard to understand why they should muster in divided camps.

MUCH alarm is expressed, and a good deal is felt, over the related facts that the intellectual professions are over-crowded through the desertion of manual avocations, and that the towns seethe with the misery of excessive population while farming lands lie idle and neglected. There is a growing disposition to lay the blame of these perversions of national character and industry upon the systems of public education, and, no doubt, the kinds and methods of teaching for the young are little calculated to induce men to become cultivators or artisans. The educational system, however, is a manifestation rather than the cause of the tendencies viewed with so much regret and apprehension, and reformation will have to begin much further back than the public schools, and take a much wider sweep, in order to accomplish anything of importance.

THE classification of the two political platforms, appearing elsewhere in this issue, brings out plainly the fact that the Presidential contest is really to be fought out over the tariff. The Democratic programme, so far as the platform can control it, is to keep the objects and amounts of public expenditure close to actual necessities, and, by a revision of the tariff, open foreign markets not now accessible to our manufactures; also, to lower the prices of

various articles of prime necessity produced more cheaply abroad than at home. The Republican programme is for what in Clay's early days became known as the American System; namely, liberal expenditure by the Federal Government on public objects, and a tariff to foster every industry capable of being exercised in this country; relying upon the home market to keep labor employed at good wages. Oceans and mountains of argument, eulogy and denunciation concerning these rival policies exist in the political literature extending from 1815 to 1845, and much of it, modernized, will doubtless do service between now and next November.

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PROFIT-SHARING is one of the modes much advocated, and occasionally tried on a limited scale, as a means of reconciling the conflict between capital and labor. The practical difficulty in its way is that wage-workers will not contentedly labor for less than the current rate of wages for the prospect of the addition of an uncertain amount to their fixed earnings at the end of the year, and they are just as reluctant to give up expected earnings, when bad times necessitate reduction of pay, as those who have not participated in past profit. Furthermore, it seems impossible that there can permanently be division of profit without joint management of the business from which the profit is to be derived, and it is not likely that the owner of capital would long consent to employ it without the power of full control over its employment. The sharing of profits logically implies the sharing of risks, a proposition that brings the question back to the standpoint of co-operative production, and thence projects it into the broad and bewildering field of Socialism. The capitalist is enabled to make a prolonged venture for the chance of profitable returns by-and-by; the laborer, however, needs his return day by day, and the indispensable bridge to span the gulf that now lies between them has not as yet appeared.

A LATE writer on art subjects fears the total supercession of wood engraving by the growth of process illustration. Unquestionably, the field of the older has been successfully invaded by the younger method, but it is to be remembered that the processes are largely used in cases where illustration would not be applied at all were it not for the existence of the cheap and effective agent; also, that public taste and habit have been so educated to the use of illustration in every possible connection with letter-press, that a larger employment has thereby been secured to wood engraving. Suppose, however, that process development should be carried so far that the highest results of wood engraving might be reached by the mechanical method, the only consequence would be that instead of wood engravers we should have artists, producing on drawing paper, for process reproduction, the effects now entrusted to the action of the graver on the wood block. So long as the highest degree of accuracy and excellence be attained, the public need not and will not care whether its future artists be draftsmen or engravers.

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THE bantering hostility of a part of the press to schools of journalism, such as those at Yale and Cornell, is but a paraphrase of the mocking resistance offered by office-bred barristers and physicians to schools of law and medicine when these, in their day, were novelties. The Naval Academy, creation of the historian, George Bancroft, when Secretary of the Navy, had similarly to run the gauntlet of distrust and criticism, but concerning it a distinguished admiral said, in after years: "I learned my profession on the decks of a man-of-war in commission, and I used to believe there was no other way of acquiring it; but I must say for the many graduates of the Naval Academy that have served under my command, that they have proved as good seamen and fighting men as their predecessors, while in many qualities valuable and now deemed indispensable

to the officer and the gentleman, I regret to say that means of comparison do not exist, since I and the officers of my day never enjoyed the opportunity of becoming possessed of them." The college and the technical school, at the present stage of progress, are the best known means of preparation for any learned profession or occupation, and it is not in human nature for journalists long to stand aloof from the controlling agencies of their time.

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THE Presidential canvass of 1888 will be notable as a contest of "measures, not men." There is really but one question for an intelligent and conscientious elector to decide for himself in casting his vote next November, namely, whether the national interest will be best promoted by a tariff for revenue, with incidental protection, or a tariff for protection, with incidental revenue. Much will be said in the press and on the stump on each side of that question, and it will be mentally improving and morally useful to hear and ponder what is said on either side. But party organs and speakers, for selfish or sinister purposes, are sure to raise various side-issues, and to these not the slightest attention should be paid. They are merely "tricks of the trade," intended unfairly to promote this or that side of the vital issue of the Tariff, or somebody's personal stake in the election. A man may hereafter regret that he voted the one or the other ticket; he will not need to be ashamed of having so done. On the whole, this is a red-letter year in our political history.

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ONE reason why the censors of public tastes or morals are disposed to bear heavily upon the press is the habit of the press of professing a "mission," and pluming itself upon its influence on popular thought and action. The sober truth is that the mission of a newspaper is to provide the necessities and, if possible, the luxuries of life for those whose income is derived from it, and this mission centres in the busi-

ness department, to which the editorial staff must of necessity be subordinate. The income of a newspaper results from its advertising patronage and this, in turn, from the degree of success attained in procuring readers, which is the ultimate test for its editors. All useful callings influence public thought and action, and all classes of workers like to think and talk about their importance in the body-politic. By means of association, and by segregation of their special interests from the mass, the various trades and professions are induced and enabled to establish and enforce standards of conduct among their own members which tend to preserve and increase whatsoever is useful and good among them, and in this way the public derives a substantial benefit. The press is not lacking in such agencies nor specially negligent in working them to the best advantage; consequently, it fairly reflects the average of public morals and manners, and if these be less sound and lofty than they ought to be, the blame must be spread over the whole community and not laid upon one section of it.

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How little of natural or necessary antagonism there is between Capital and Labor may be practically learned from the just published life of Samuel Morley, the famous English manufacturer, merchant and philanthropist. In the conduct of so great a business as that of the Morleys, in the face of an intense competition, and upon principles that never permitted the slightest deviation, in any particular or direction, from the highest standard of commercial honor, it was essential that there should be strict discipline, unvarying efficiency, hard work and (in busy seasons) long hours. The enormous gains of the house showed how successfully all these conditions were secured and maintained. Employés of every grade were treated with respect; their personal acquaintance was cultivated by the heads of the house; parlors, reading-rooms and dining halls were provided for them on the premises; superannuation and sick

funds were established ; there were no discharges by reason of slack times ; the capable and diligent were permitted to work their way up to partnerships in their several departments of the house, and while sobriety and morality were exacted of all, they were encouraged to a free exercise and display of their own preferences and tastes in matters of religion, politics and social habits. It is not likely that the Morley employés were better or worse than their kind elsewhere. It was the difference in the internal economy of the establishment that made the difference in result.

— In these days of profuse illustration of books—a profusion carried so far in some instances that the text is nothing more than a thin disguise to float a lot of pictures that the publisher seeks to turn to profitable use—it is interesting to learn from the article in the *June Century* on the typographical museum at Antwerp, that the famous printer and publisher, Plantin, who flourished more than three centuries ago, made such abundant use of copper-plate and wood-block illustrations in some of his issues as would, even in these times, lay him open to the charge of extravagance in pictorial aid and adornment. And as though to emphasize the application to the matter in hand of the old adage that “there is nothing new under the sun,” the author of the article notes his discovery of the fact that Plantin made use of copper platens on his presses to give the hard impression surface so much esteemed of printers of fine text and illustration work in recent years.

— It is impossible to commend the taste of the publisher of a certain New York daily journal in placing a Bible text at the head of his editorial columns each day, even though his object be the otherwise unobjectionable one of enlarging the circulation of the paper by causing it to be talked about. Whatever may be this or that individual opinion about the origin and character of the several books of the Bible, a very great

majority of the people of this country believe it to be a work of Divine inspiration, meant for sacred and holy uses. That part of the majority who hold to this view firmly will be shocked by the apparent profanity of the use made of it by the journal referred to above ; while those less set in or influenced by their belief about it will be apt to consider that they have been putting too high an estimate upon it when they see its contents habitually associated with the secular news and opinion of the day. It is an old device of the keepers of bar-rooms to display Scriptural texts suggestive of the propriety of their business and the meritoriousness of patronizing it ; but it was never held that the chance good to be done by calling attention to the existence and words of the Bible in that way counterbalanced the sense of profanation, and the incitement to contempt for a work put to such uses.

— WHERE truth is absent from the columns of a newspaper, it is not because untruth is preferred for its own sake or from any motives of evil, but by reason of the unavoidable hurry of newspaper work, and the fear that if too much caution be used in separating the plausible from the actual, some less scrupulous rival will gain the public favor by its show of apparently greater ability and enterprise. Where soberness of treatment or seriousness of subject is lacking, it is because experience has unerringly taught the conductors of the journal what they must offer if they are to find buyers. So far as motive goes, the constant endeavor of the conductor of a newspaper is to have its columns written up to the highest point that will win the appreciation and support of its constituency of readers. When circulation grows, the editor knows he is on the right course ; when it falls off, he knows that he must make a change, and if that change be morally or intellectually downward, it is because he has gotten too high and must either descend or perish in a vacuum of space. Briefly, that tells the whole story of newspaper taste and ethics.

Special Correspondence.

PHILADELPHIA.

PHILADELPHIA, July 10, 1888.

It is reported by the committee in charge that nearly all of the sum needed for the erection of the new University Library has been raised, and that the work will shortly be commenced. The new building will stand on Thirty-fourth street, just east of the University buildings, with a frontage also on Locust street. Many of the 50,000 volumes comprising the library of the University of Pennsylvania are rendered inaccessible by reason of the limited quarters in which they are now disposed. The new library building will fill a long-felt and growing want.

Dr. D. A. Vernon died at his home in Media on the 28th of last month. Dr. Vernon was formerly associated with Senator Thomas V. Cooper in the publication of the *Delaware County American*, which they started in 1855. A year ago, on account of failing health, he sold one half of his interest in the *American* to Senator Cooper and the other half to his son, Thomas R. Vernon. Dr. Vernon at the age of 57 dies comparatively young.

The editor of *Golden Days*, Mr. Louis T. Peale, who has been suffering from an attack of peritonitis, is now slowly recovering.

A convention of journeymen typefounders recently met in this city for the purpose of consulting about the formation of a better and more general system of organization. Besides the home delegation, representatives were present from New York, Brooklyn, Baltimore, Chicago and other cities. Matters affecting organization were discussed and the general headquarters of the Knights of Labor visited. The result of a proposition to form a National Assembly of the Knights of Labor was not announced.

The Journalists' Club at its last meeting held at its house, 904 Walnut street, decided to relinquish its present quarters and dispose of its effects. It was also resolved to strike from the list the names of all members who do not pay their dues up to July 1 before the first day of August. A meeting to determine as to the future of the Club will be held early in October.

The C. F. Jewett Company, of Boston, has brought suit against Allen & Faulkner, of this city, to secure payment

for the publishing for them of a set of historical works. Allen & Faulkner refuse payment on the ground that the reprint was delivered in twelve-volume series, while the original edition comprised seventeen volumes. The publishing company hold that it is customary in the trade to issue reprints of standard works condensed in less volumes than the original, without the disturbance of the index. The outcome of the case will doubtless be looked for with interest by the trade.

G. E.

BOSTON.

BOSTON, July 10, 1888.

"The Glorious Fourth" was celebrated here in a manner becoming the birthplace of American independence. Boat races, yacht races, bicycle races, swimming matches, a balloon ascension and various athletic games, accompanied by music and firecrackers, with patriotic speeches and a grand display of fireworks on the Common in the evening, completed the programme for the day.

On the Fourth there died at Gloucester the oldest electrotypist of Boston and one of the best known men in the printing business in New England. This was Mr. J. C. Peters, of the firm of J. C. Peters & Son, electrotypists of this city. Mr. Peters was 68 years of age, and died of a complication of diseases of the heart, from which he had been suffering for several years.

Messrs. Sampson, Murdock & Co. have recently issued the Boston Directory for the year commencing July 1, 1888. The volume contains, besides the usual directory of citizens, the city record, a business directory and a street directory, and is liberally patronized by leading advertisers.

A new company, incorporated under the title of the Cambridge Publishing and Printing Co., has been formed for printing and publishing newspapers, periodicals and books, and carrying on the business of job printing. It is stated that they intend the publication, within a few weeks, of a daily evening paper for Cambridge, to be devoted solely to local matters. In addition to E. D. Leavitt, jr., president, and W. F. Spaulding, treasurer, the incorporators are: J. A. Ball, S. L. Montague, A. P. Morse, G. D. Chamberlain, H. O. Houghton, O. H. Durrell, C. W. Kingsley, Ellen C. Johnson, S. S. Sleeper, C. L. Harding, J. A. Woolson

and G. A. Davis. The capital stock of the company is \$10,000.

The honorary degree of Master of Arts has been conferred by Dartmouth College upon Mr. Stephen O'Meara, the news editor of the Boston *Journal*. Mr. O'Meara has also been chosen treasurer of the New England Associated Press.

The William E. Smythe Company of this city are to publish, when completed, a book on the history, principles and policies of the Republican party. Congressman John D. Long, the author, has associated with him several prominent Republicans who will contribute to the work.

O. R. G.

CHICAGO.

CHICAGO, July 9, 1888.

The city is at rest once more. The bustle and excitement caused by the Republican convention had hardly subsided when the Fourth broke upon us, with all its accompanying noise, fires and accidents. And now the city settles down once more and its inhabitants look forward to a season of tranquillity between now and the coming November.

Three of the Chicago papers have reduced their prices: the *Times* and *Tribune* from three to two cents; the *Morning News* reducing its price to one cent, to offset the reduction of its rivals.

The official organ of the trade and labor assemblies of Chicago, made its first appearance on the 28th of June. It is called *The Record*.

The latter part of June witnessed the marriage of Mr. T. A. Busbey, of this city, assistant editor of the *Railway Age*, to Miss E. Prockie Coggeshall, of Westerville, O. The bride is the daughter of Hon. Wm. T. Coggeshall, who was minister to Peru under President Lincoln. Mr. and Mrs. Busbey will make Chicago their home.

The Chicago City Directory for 1888 has just been issued. The book is well printed and shows an increase during the year of over 50,000 in the inhabitants of the Garden City.

The National Amateur Press Association, a rapidly increasing body of amateur journalists, at their thirteenth annual convention, held at the Tremont House, elected the following officers: Albert E. Barker of Chicago, president; Truman J. Spencer, Hartford, Conn.; Helen G. Phillips, New Bedford, Mass.,

Louis C. Bigelow, Dowagiac, Mich., vice-presidents; M. M. Block, Buffalo, N.Y., recording secretary; G.W. Dodd, New Jersey, corresponding secretary; John S. Tomlinson, Chicago, treasurer; Truman J. Spencer, Hartford, Conn., official editor.

The Chicago firm of publishers, Laird & Lee, are defendants in a suit brought against them by Edward P. Roe, the novelist, and his publishers, Dodd, Mead & Co. The plaintiffs claim that Laird & Lee have issued a book, bearing substantially the same cover-design as Mr. Roe's novel, "An Original Belle," and that the words "Edward R. Roe" appear on the cover; also that many persons, mistaking the initial R. for a P., buy the book under the supposition that Edward P. Roe is the author. Mr. Roe and his publishers say they have suffered at least \$2,000 damages, and pray for an injunction to restrain the defendants from the alleged piracy.

E. P. R.

SAN FRANCISCO.

SAN FRANCISCO, July 4, 1888.

A number of newspaper men, including representatives from all the morning newspapers, met in the parlor of the Palace Hotel, a few days ago, to discuss the advisability of forming a press club. The prevailing opinion was that such a club would be a great benefit to the newspaper men of this city. A tender of temporary quarters for the new club was made. At a second meeting a temporary chairman and secretary were elected, and it was resolved that a third meeting should be called, at a convenient date, when permanent organization should be effected.

At Oakland, a fire broke out in the basement of the Oakland *Tribune*, ruining much of the machinery and stock, before it was extinguished. The *Times*, the *Enquirer* and the *Pacific Express* immediately tendered their assistance and the regular eight-page edition of the *Tribune* was printed and delivered. W. E. Dargie, manager of the *Tribune* estimates the damage at \$20,000, covered by \$31,000 insurance.

The San Francisco Call Company has published a book, containing 250 pages of valuable information concerning the State of California, entitled "California as It Is." The price of the book is fifty cents.

A corporation, styled Pickens, Ful-

ton & Co., will engage in publishing and printing, and in addition will conduct a commercial, insurance, real estate and law and collection agency and carry on a banking business. The directors are James R. Pickens, William Fulton, A. L. Day, Edwin Goeller and Geo. J. Brauer. The capital and subscribed stock amounts to \$50,000.

Contracts for printing blanks for the Tax Collector's office were awarded as follows: The Bancroft Company, 10,000 real estate certificates, \$50.20; J. B. McIntire, 50,000 personal property bills, \$85; C. W. Nevine & Co., 50,000 postal cards, \$520; P. J. Thomas, 1,000 copies of general orders, \$1.25 per page.

L. Deshayes, editor of the French paper *Le Bayard*, is held to answer a charge of criminal libel before the Superior Court. A demurrer entered by the defendant was overruled and he was admitted to bail.

Printers are not having as busy a time as they would desire, but advertisers are booming trade by large and repeated announcements. O. W.

CINCINNATI.

CINCINNATI, July 11, 1888.

The Centennial Exposition, commemorative of the first settlement of the Northwest Territory, was fittingly started upon its career of a hundred days upon the anniversary of the nation's birth. A vast crowd assembled in the Music Hall to witness the opening exercises. At 11:30 Mr. James Allison came forward and announced the programme. Then, after the rendering of a hymn by the orchestra and chorus and a prayer, Governor Foraker delivered an address of welcome. At the close of his speech the Governor announced that the Commissioners were awaiting the signal from Mrs. Polk, widow of ex-President Polk, at Nashville, for starting the driving-wheel in Power Hall. As he ceased to speak the signal was given; the great wheel started, imparting motion to all the machinery, and, as the dynamos were set in motion, the great circle of incandescent lamps that hung in Music Hall flashed into brilliant light, and the Exposition was declared open.

The second great event of the day was the parade. Cincinnati never witnessed a grander pageant. Soldier and civilian, horseman and footman, police and firemen, with innumerable floats,

mingling in orderly confusion, constituted the nine divisions of the parade. Some of the floats were of an historical nature, illustrating the settlement and progress of Ohio; but the majority were the private enterprises of our leading merchants and manufacturers, who took this method of advertising their establishments. These advertising floats formed the most attractive portion of the procession, no expense being spared in their construction; and to the careful observer they illustrate more fully the progress of Ohio (showing as they do the various occupations in which her citizens are engaged, and the perfection to which they have brought the art or trade they represent) than do the historical floats before referred to.

The Cincinnati Press Club have established permanent quarters at the Exposition buildings and dedicated them July 9th. Several hundred editors participated in the dedication exercises.

The new City Directory has been issued by Williams & Co., the publishers. In the arrangement of its contents and in its general appearance it surpasses all former attempts.

The Cincinnati *Post* has leased a wire to New York, over which it receives special dispatches amounting to some thousands of words each day. It is needless to say that this step is appreciated by the reading public.

A four-page paper, containing portraits of the founders and early settlers of Cincinnati, together with bird's-eye views of the city at various periods from 1789 to 1850, and other matters of special historic interest, has been issued by the John Shillito Company.

A book, also dealing with the early history of Cincinnati, has been published under the title, "Early Days of Cincinnati, Columbia and North Bend, and the Trials and Hardships of Pioneers."

The Western Amateur Press Association held their seventh annual convention at the Emery Hotel. After listening to the annual reports of the various officers, the convention proceeded to the election of officers, and on the second ballot elected Frank C. Lindsley, of this city, president.

The great influx of strangers to the city on account of the Exposition has stirred up the merchants who desire to cater to the transient custom, and the newspapers are being besieged by applications for space, varying in size from a page down.

E. L. L.

Inventions & Improvements.

SINCE the first of the present month 769 applications for patents have been allowed, including two reissues. Improvements affecting printing and the related arts are not numerous, nor has much attention been paid to advertising devices. Electricity seems to have engrossed the minds of inventors, many patents being issued for improvements in various electrical devices—more attention being paid to electric lighting and electric motors than to the other branches.

JOHN T. HAWKINS, of Taunton, Mass., has invented a device to prevent the springing and breaking of lithographic stones while under pressure. His invention is best described by the following claim: "In a lithographic printing machine the combination with a stone plate and one or more supporting bushes, of marginal leveling-screws operated from the top to level said plate, and one or more bush-adjusting screws operated from the under side of the bed or box of said machine and passing up therethrough, whereby each of said bush-adjusting screws is adjusted to support the stone plate, and to prevent its springing under pressure and the consequent fracture of the same."

NELSON B. HAYNES, of Chicago, Ill., is the patentee of a display stand, particularly suitable for show windows. An endless chain, having circular stands pivoted to it at regular intervals, passes around a sprocket-wheel at one end and a stationary drum at the other. On setting the sprocket-wheel in motion, its teeth, operating in the links of the chain, revolve the chain around the stationary drum. In passing around the drum, the peripheries of the circular stands are brought in contact with the body of the drum, the contact being sufficient to rotate the stands upon their pivots. Articles displayed upon the circular stands are thus made to pass in an endless review, revolving upon their axes as they pass the observer.

MR. ANDREW V. STRAIT, of Sydney, N. Y., is the inventor of a clock to be used for advertising purposes. The clock, the face of which appears at the upper end of an oblong case, is to be hung upon the wall in some public place, such as a hotel or railway station. In the lower portion of the case are

revolving cylinders, on which the band of paper, bearing the advertisements, alternately winds. An aperture of sufficient size to expose the advertisements is provided, the revolving cylinders being concealed. A cam-wheel on the post of the clock, combined with pivoted levers and a connecting rod, governs the action of the revolving cylinders, permitting one advertisement to be displayed for a certain length of time, when the cylinders are released and another advertisement brought before the aperture. As each advertisement appears a gong is struck, and a person naturally glancing toward the clock is confronted not only with the time but with the advertisement of some enterprising man.

PNEUMATIC TUBES FOR "COPY-BOX."

Before newspaper offices began to expand, editorials and news were written, the type was set, and advertisements were received all in one room. When the newspaper developed, however, the newspaper office was divided into departments. This growth brought with it a nuisance, for many years endured, because nothing was devised to take its place. This is the "copy-box," which was hoisted by means of a pulley from floor to floor through a wooden slide or frame, and was used for transmitting parcels of manuscript or proofs between the different departments of the establishment. This box has a capacity for rattling and thumping against the bottom of the wooden slide, which added much to the misery of nervous men whose employment required them to work in newspaper offices. But the "copy-box" is doomed, and the newspaper writer looks forward to happy years of labor, free from its discordant accompaniment. In its place has come a noiseless messenger that does its work with ease and instant dispatch, and without even a creak to jar upon sensitive ears. This is the Meteor Dispatch Co.'s pneumatic tubes, which have been introduced in *The Evening Star* office, and the results have been so satisfactory that it is safe to assume that the example of *The Star* will soon be followed in all large newspaper offices. One set of tubes connects the counting room on the first floor with the editorial rooms on the second and the composing room on the fourth floor. Another set of tubes con-

nects the editorial rooms with the composing room. The tubes and the contrivance for propelling the carriers through them take up little space. At the station on each floor is a frame or stand of neatly-polished wood, looking like a small cabinet. Near the floor, projecting from the woodwork, is a treadle. Manuscript or other matter to be dispatched through the tube is placed in a small leathern cylinder or carrier that fits the tube. This carrier is inserted into the open end of the tube, the cap of the tube is closed, and a pressure of the foot on the treadle sends the carrier and contents to its destination in an instant. The treadle operates a bellows, which is concealed by the woodwork. The appliances, which are simple, provide for delivering the carrier at its destination gently, so as to avoid noise and wear and tear.

This is the manner in which the pneumatic tube has been adapted to the use of newspaper offices. The same principles, with some modifications made necessary by the different conditions, are used in constructing cash-carriers for large stores. The tubes are inserted in the walls out of the way and out of sight. At intervals behind the counter are stations from which salesmen can send carriers containing money to the cashier's desk and receive change. For transmitting parcels or messages a long distance or for connecting banks or brokers' offices, or other business establishments, more extensive plants, involving the use of water power, an electric motor or steam power, are provided. For rapid and noiseless delivery of parcels from one floor to another in the same building, it is probable that foot-power appliances, such as have been introduced so successfully in *The Star*, will be the most satisfactory and popular.—*Washington Evening Star*.

NEW TYPE-SETTING MACHINE.

An ingenious machine is being built at the Ames Manufacturing Co.'s shops at Chicopee, under the supervision of the inventor, George A. Goodson, which the inventor claims will revolutionize the present composition of a newspaper. It is called an electro-matrix machine, and intended to do away with newspaper type setting as practised at present. All that the operator has to look after is the letter-

ing, which is done as on a type-writer, for the machine takes care of the alignment, which is perfect, and by a novel device for regulating the spacing, the perfect justification of every line is secured. It is estimated that the machine will take the place of four compositors, besides saving the time of distribution. The card comes from the machine a perfect matrix, and all ready for the metal to be cast into it, producing the complete stereotype for the press. The machine is run by electricity.—*Boston Daily Advertiser*.

PHOTOGRAPHIC PUBLICATION OF NEWSPAPERS.

A Western inventor has been engaged for some time in experimental work, which aims at nothing less than the entire elimination of the compositor for bookwork and even newspaper work. The process is virtually that already followed by the firms which reproduce English works by photography, but instead of photographing a printed page, it is now proposed to photograph from type-written pages and, reducing the plate at the same time to the size of ordinary print, to place the resulting gelatine plate upon a printing press and use it instead of the electrotpe made from the metal types. For instance, a good type-writer operator can write neatly and with fair accuracy upon the typewriter from dictation about three times as fast as an expert with the pen. Moreover, the latest type-writers give a wonderfully clear and neat impression, and the use of capitals and small letters makes the type-written page almost as neat as a printed page of a cheap book or newspaper. In the proposed system of work the manuscript for a newspaper will be handed in to the editor as at present, either written out in longhand or upon the type-writer. After correction it will be handed over to an expert operator upon the type-writer, who will write it out in the shape best suited for the purpose, and as soon as finished and corrected, this type-written sheet or column will be fitted into a big page perhaps three or four times the size of the printed newspaper. When this "dummy" is full, a photographic copy will be made of it, the camera reducing it in size to the required dimensions of the printed newspaper, and from this negative will be made the gelatine plate for the press.—*N. Y. Evening Post*.

BOOK REPRODUCTION BY
PHOTOGRAPHY.

BY THE INVENTOR.

The Hollistype system of book publication, which is attracting some attention from the publishing and printing trades, is based upon the well-known properties of gelatine, which when impregnated with bichromate of potash becomes insoluble when exposed to the light, and also incapable of absorbing water where the light has had full play.

For the present, the inventor of the Hollistype process prefers to keep to himself the essential parts of the art that he has reduced to a practical stage; but should it be found impossible to preserve the secret, he purposes to obtain protection within the limits of the United States by availing himself of that provision of the patent laws which permits an inventor or discoverer to publicly make, use or sell his invention for a space of time not exceeding two years without forfeiting his right to patent it.

It is in the gelatine compound that the secret of the Hollistype system lies. As before stated, the system is based upon the well-known properties of gelatine impregnated with bichromate of potash; but it is owing to the mingling with the gelatine of various other chemicals, and to the process employed in manufacturing the gelatine sheets, that the complete results obtained are due. What these other chemicals are, and through what manipulations the gelatine compound passes, are the secrets that the discoverer, for obvious reasons, refuses to disclose.

The Hollistype process has for its object the reproduction of books, engravings and the like; but the subject for reproduction must always be line-work and be printed in black and white only. Photographs, wash-drawings and other works of a similar kind cannot be reproduced. The process employed by the Hollis Phototype Co. in the work of reproduction is as follows:

The page, sheet or plate to be reproduced is clamped to a board in front of a camera and a photograph of it taken. The negative is then developed and the transparent film, bearing the image, after being stripped from the glass and reversed, is placed, together with a sheet of the prepared gelatine, in a photographer's printing-frame and exposed to the sunlight; after which the negative is filed away, to be preserved for future

use. The gelatine sheet is now taken in hand. All that was white in the original, by appearing black in the negative, prevents the light from touching those portions of the gelatine; while all that was black in the original, appearing white in the negative, permits the light to strike through to the gelatine, and by its action renders the portions that it touches insoluble. The portions of the gelatine not affected by the light are easily washed out, leaving the letters, pictures or other photographed images in bold relief. The plates, after being thoroughly dried, are trimmed and blocked to type height. A proof is then taken, by the aid of which any defects that may exist are located, whereupon a few touches of the graver renders the block perfect.

The process used in reproducing one plate is used in reproducing all; and as the size of the camera and the facilities for printing, washing, drying and blocking the plates alone limit the number of pages which may be made ready for the press in one day, that number must remain indefinite. Neither can anything definite be said as to the cost of reproduction, except that it is vastly cheaper than to have the work to be reproduced reset, or recut, as the case may be. But to give an idea of the practical utility of this method it may be well to state that the Hollis Phototype Co. are now reproducing for a New York firm of publishers an edition of the *Encyclopædia Britannica* which another firm of publishers sell at \$5 a volume, but which the former house will sell at \$2.50 a volume and make a large profit. Of course a large edition will be required of such a work; but should the plates be protected from dampness and excessive heat, they will give as many as 200,000 clear impressions. If, however, a larger edition be desired, or if the plates are to be subjected to much transportation, or if it be desired to preserve them for any great length of time, it would be better to have them electrotyped; for the cost of electrotyping would be but a little more than that of blocking the gelatine plates.

In conclusion, the inventor would say that it must not be thought that the process herein described will produce any change in the existing arts of printing or engraving. It must be remembered that by this process nothing can be created, but that which has been created may be indefinitely reproduced.

—Edwin F. Hollis.

Business Items.

CALIFORNIA.—McIntosh & Smith have sold the Los Angeles *Evening Telegram* to Stone & McCoy.

W. F. X. Parker, printer and publisher, of Santa Anna, has mortgaged property for \$232.

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CONNECTICUT.—The Aetna Life Insurance Co. of Hartford has brought suit against the Hartford *Telegram* for malicious libel, claiming \$50,000 damages. All the property of the paper has been seized and removed by the Sheriff, and publication has been suspended.

* * *

DAKOTA.—McGahan & Wilson, publishers, of Williston, have sold out.

Warner & Elliott, of Whitecloud, publishers, have mortgaged chattels to the extent of \$150.

* * *

ILLINOIS.—J. C. Church, printer, of Kewanee, has given a deed of trust for \$925.

Marder, Luse & Co., the well-known Chicago firm of type-founders, have increased their capital stock to \$500,000.

At Alton, J. J. McInerney, publisher of the *Morning Sentinel*, and T. M. Perrin and E. A. Smith, publishers of the *Democrat*, have been incorporated under the name of the *Sentinel-Democrat* Printing Co., for the purpose of publishing a newspaper and doing general printing business. The capital stock of the company is \$8,000.

Mortgages.

Chicago—J. V. Matejka, printer, chtl. \$1,000
Western Printing Co., chtl. 225
Chicago Newsman Publishing Co., chtl. 1,000
Decatur—J. R. Mosser, publisher, r.e. 1,000
Milledgeville—W. L. Hunter, printer, r.e. 500
Roseville—C. A. Hebbard, publ'r, chtl. 75

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INDIANA.—The Sun Publishing Co. of Indianapolis is being sued for libel; \$25,000 damages are demanded.

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IOWA.—The printing office of L. P. Allen, of Clinton, has been damaged by fire.

Geo. E. Davis, of Davis, Dodd & Co., publishers, of Fort Madison, has given a deed for \$700.

Judgment in the amount of \$1,742 has been rendered against J. M.

Snyder, a publisher, of Grundy Centre.

Mortgages.

Bayard—C. A. Brown, printer, r.e. \$75
Charter Oak—J. E. McMillen, prt'r, chtl. 300
Creston—Wm. H. Robb, publisher, r.e. 500
S. A. Brewster, printer, chtl. 1,000
Glenwood—W. T. Robinson, publ'r, chtl. 300
Guthrie Centre—H. W. Stoy, printer, r.e. 536
Keokuk—Ernest Brunat, engraver, r.e. 1,150
Sibley—W. P. Webster, printer, r.e. 750

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KANSAS.—The following residents of Kansas have mortgaged property since July 1, 1888:

Chanute—C. T. Nixon, printer, chtl. \$823
Independence—T. N. Sickles, printer, chtl. 206
Newton—Ulrich Hedge, printer, chtl. 225

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KENTUCKY.—J. H. Hill of Maysville, publisher of the *Republican*, has made an assignment.

* * *

MAINE.—Wm. E. Lewis, printer, of Bristol, has mortgaged real estate for \$500.

* * *

MASSACHUSETTS.—Kirschner & Lockwood, of the *Home Journal*, of Worcester, have been attached.

Geo. Campbell, of Geo. Campbell & Son, paper manufacturers of Norfolk, is dead.

J. N. Bacheller, of Bacheller, Dumas & Co., bookbinders, of Lowell, has deeded \$3,800 worth of real estate.

Suit for \$5,000 has been brought against Geo. H. and Francis Proctor, publishers of the *Cape Ann Advertiser*, for libelous publication.

Mortgages.

Boston—Chas. A. Marsh, printer, chtl. \$360
Newton—Geo. H. Pratt, publisher, r. e. 1,000
Northampton—Jno. C. Manning, printer, chtl. 200

* * *

MICHIGAN.—E. T. Bennett of Bay City, publisher and printer, has been succeeded by S. J. Tomlinson.

Mortgages.

Detroit—F. B. Cressey, publisher, chtl. \$598
West Bay City—F. M. Van Campen, publisher, chtl. 50

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MINNESOTA.—Johnson & Gjeddies, a Minneapolis firm of publishers, have applied for a receiver.

Mortgages.

Minneapolis—J. W. Eggleston, ptr., chtl. \$100
McCann Bros., ptrs., chtl. 366
A. M. Goodrich, ptr., chtl. 35
L. Naegle, printer, chtl. 600
Jno. A. Thompson, printer, chtl. 700
St. Paul—Minnesota Pub Co., chtl. 700

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MISSOURI.—C. B. Handy, printer, of Kansas City, has given a bill of sale.

The Hon. John M. Glover, member of Congress for the Eighth Missouri district, has filed suit for \$50,000 against the *Globe-Democrat*, of St. Louis, for libel.

W. F. Petillon, publisher, of Dodge City, has given a chattel mortgage for \$300.

NEBRASKA.—Lewis & Tanner, publishers of Fullerton, have given a bill of sale for \$1,000.

A chattel mortgage for \$209 has been given by G. C. Freeman, printer, of Beatrice.

NEW HAMPSHIRE.—Chas. Hutchins, a printer of Antrim, has deeded real estate to the extent of \$400.

NEW JERSEY.—The Eagle Printing and Publishing Co. of Jersey City has given a \$400 chattel mortgage.

Smith & Lucas, printers, of Trenton, are incumbered with a \$275 chattel mortgage.

NEW YORK.—The Woman Publishing Co. of New York city have assigned.

Jas. McComb, of J. C. Westbrook & Co., advertising agents of New York city, has retired.

Isaac Clute, of Cohoes, dealer in paper, &c., has made an assignment.

The Art Trades Publishing Co. of New York city has had a judgment of \$1,218 rendered against it.

A judgment for \$2,018 has been rendered against the Celluloid Stereotype Co. of New York city.

Richard D. Palmateer, of Palmar, & Smith, publishers, of Waterford, has mortgaged real estate for \$400.

The offices of the *Century* magazine have been damaged by fire. The office of the editor-in-chief and the art rooms suffered most. Many original drawings were destroyed, among them a large number by Geo. A. Frost for the coming articles on Siberia by George Kennan. Loss covered by insurance.

Geo. W. Alexander, bookbinder, who occupied the top floor of the *Century* building, was burned out. The fire originated in his establishment, which was completely destroyed. He suffers almost a total loss, his stock and machinery being only partially insured at \$31,000.

OHIO.—Boake & Miller, printers, of Cincinnati, have refiled chattel mortgage for \$500.

OREGON.—Curtis, of the Pioneer Publishing Co., publishers of the *Astoria Pioneer*, has given a bill of sale for \$700.

The Eastern Oregon Publishing Co. of Union has filed articles of incorporation.

PENNSYLVANIA.—Barclay Bros., printers and publishers, of Altoona, have dissolved partnership. H. C. Barclay will continue.

Judgment in the sum of \$2,000 has been rendered against the Duquesne Printing Co. of Pittsburgh, and a writ of execution sued out.

A new weekly paper, the *Democratic News*, will be issued at Chambersburg about the 1st of August. Daniel M. Shellar, of the *Valley Spirit*, and H. A. Disert are to be the publishers. Abundant capital backs the enterprise.

TEXAS.—M. M. Mooney, a printer of San Antonio, has sold out.

VERMONT.—D. W. Dixon, of Montpelier, has sold the *Vermont Watchman* newspaper and job-printing establishment to a stock company, to be known as the Watchman Publishing Co. Arthur Ropes, the present editor and manager of the *Rural Vermonter*, will edit the *Watchman* under the new management. The *Rural Vermonter* will be discontinued.

WASHINGTON TER.—Wadion & Co., paper dealers of Aberdeen, were burned out; loss \$500, uninsured.

Nuhn, of Nuhn & Wheeler, wholesale paper dealers of Tacoma, has given a deed for \$8,000.

O. F. Wegener, of *Die Tribune* of Seattle, has given a bill of sale for \$1,000.

Mortgages.

Seattle—Enterprise Pub. Co., chattel.. \$700
Tacoma—R. F. Radebaugh (*Ledger*),
deed..... 4,000

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WISCONSIN.—The Wisconsin Editorial Association will hold its annual meeting in the new Academy at Milwaukee. Charles A. Dana of the *New York Sun* will address the meeting.

PRINTERS' INK.

A CLASS JOURNAL.

CHAS. L. BENJAMIN,
EDITOR AND PUBLISHER.

PRINTERS' INK is issued on the first and fifteenth days of each month. Terms, post-paid, One Dollar a year; single copies, Five Cents.

ADVERTISEMENTS, for each insertion: Fifteen Dollars a page; Fifteen Cents a line for not less than three lines, and at same rates for each insertion exceeding three lines and less than a page. The paper will be sent to advertisers during continuance of their advertisements.

Checks and money-orders to be made payable to the Publisher. Address P. O. Box 672.

Office: No. 10 Spruce St., New York.

NEW YORK, JULY 15, 1888.

SALUTATIO.

'Mid heats of Summer—ripening into fruit
The pledge of Spring against the common
need—

We come, and planting here this little seed,
Dare hope to see it break—a vigorous shoot,
Spreading and thriving, stem, and branch,
and root—

Through cumbering soil, or what else would
impede,

Unvexed by parasite, unsapped by weed;
Sovereign to balsam, helpless to pollute;
With blossoms due, to scent the encircling air;
With seasoned flowers, to paint the 'mediate
scene;

With mellowed harvests, showering manna
food,

And matted leaves to breast the noontide
glare;

Kept by pure rills and set in pasture green,
A grove we dream it; eke a stately wood.

C. F. B.

ANNOUNCEMENT.

Herewith is presented the first issue of a class journal, intended for semi-monthly publication. It is designed for the use, information and entertainment of publishers, printers and general advertisers. We purpose that each number shall contain a serviceable and interesting variety of original and selected matter, pertinent to the character and objects of the publication. Current topics, of special or general interest to the classes addressed, will be stated and reviewed in every issue, in a series of short paragraphs, carefully and impartially written, as in the open-

ing pages of this present number. Matters of especial importance or interest will be dealt with at greater length and with equal fidelity, upon the regular editorial pages. Contributed articles, by persons particularly qualified in the fields to which such articles severally relate, will be a prominent feature of the journal. Regular correspondence from the larger cities, business items, personal intelligence, and notices of the more striking inventions and improvements, within the scope of the journal, will be permanent departments. Letters to the editor, containing any appropriate matter of statement or discussion, will be welcomed. There will be a small collection of notes and queries, and published answers will be given to such inquiries by readers as are likely to be of general interest or utility. The departments and contents of the paper will be enlarged and modified, from time to time, as its capabilities grow or its patronage increases.

For the present, the semi-monthly issue will consist of from twelve to thirty-two pages of the size, form and typography of this initial number, with additional pages whenever required.

Having printed an extra edition of this, the first issue, the publisher will be pleased, upon receipt of a postal card with names and addresses thereon, to send specimen copies to such persons as the writer of the card may designate thereon, and it is asked that all such requests and suggestions for transmission of specimen copies of this number be sent in promptly.

TO THE READER.

It is only Grecian divinities that are capable of issuing, full-accounted, from the brains of their progenitors. Newspapers, being but modern in conception and purely human in creation, must perforce have their puling infancy, their teachable childhood, their buoyant youth, and, if they live so long, their lusty manhood and serene, because secure, old age. Occasionally, a new serial is launched into the tide of human affairs after so long and elaborate a course of gestatory nurture, that its first appearance is by all odds its best; but, then, its speedy disappearance is a foregone conclusion. Unless one could perceive a long stretch, in respect of artistic, literary and editorial merit, between the latest and earliest numbers

of a certain "new monthly magazine" that has, in fact, attained a respectable antiquity, one would be at a loss to understand how or why there had been so prolonged a period of life and vigor.

We cannot expect and do not affect a dispensation from common experience. We sincerely hope that this first issue of *PRINTER'S INK* shall prove its worst. If one should tell us that it is absolutely weak and disappointing, we should be grateful, provided that he would condescend to particulars, so that we might weigh the criticism and have our profit of it.

This publication is designed as a journal for advertisers, publishers and printers, and its laudable if ambitious object is to inform, enlighten and entertain the aforementioned classes, the members of which, in general, have a strongly developed faculty for informing, enlightening and entertaining one another, as well as the public at large. We shall be glad to receive, acknowledge and make use of proffered items on current topics; of interesting notes; of personal intelligence; of business news; of brief accounts of important improvements in the arts or practice of advertising, publishing or printing; of special correspondence from any of the large centres of population and trade, and of occasional letters on single matters within the scope of this publication. This invitation is particularly addressed to young persons, hopeful and ambitious in their avocations, desirous of keeping touch of the interests with which they have become identified, and willing to exercise themselves in the arts of diligence, sound thought and clear expression. To such we say, in the words of Mrs. Bardell's window-bill, "inquire within," and follow it up with the solicitation that she undoubtedly addressed to each eligible inquirer, to "come within."

THEN AND NOW.

The great fire of London, in 1666, desolated 436 acres of ground within the city gates and inflicted a loss equal to a present value of about eighty millions of dollars. The burnt-out citizens, with notable resolution and energy, established themselves along temporary streets, in improvised structures, and resumed business, while awaiting the reconstruction of the destroyed part of the city. Various devices were

adopted for attracting public notice to the change of location and the facilities possessed for carrying on the old trade, but none bethought himself of using the columns of the press for such purposes; not even those who, having escaped the fire, were in an advantageous situation for invoking the patronage of the dear public. This circumstance is a proof of how entirely strange to each other were journalism and "trade" in those days, saving and excepting the proprietary-medicine men, whose activity in advertising nostrums for the great plague suffered but a brief interruption by the fire. The patent-medicine man was the pioneer, as he has ever since been a leader, in a field which neither the newspaper publisher nor himself would now endure to abandon.

After the great Chicago fire, of 1871, which swept 2,124 acres of city property and swallowed up close upon two hundred millions of dollars, the pressure of advertisements due to the fire, on the columns of the promptly resurrected newspapers was prodigious, showing how complete a change had been wrought in the relations of the estates of journalism and trade during the two centuries standing between the lurid events of 1666 and 1871.

THE FIRST "AD."

The earliest known example of a newspaper advertisement is to be found in the *Mercurius Elencticus*, a London weekly, of October 4, 1648. It is as follows:

The Reader is desired to peruse A Sermon, Entituled *A Looking-glasse for Levellers*, Preached at St. Peters, Pauls Wharf, on Sunday Sept. 24, 1648, by Paul Knell, Mr. of Arts. Another Tract called *A Reflex upon our Reformers*, with a Prayer for the Parliament.

This appears to have been a notice inserted at the charge of author or publisher, to induce a demand for the pamphlets at the bookseller's shops. As such, it was the pioneer of a class of advertising that has an entertaining history and attained great vogue, and which advertisers, newspaper proprietors, advertising-agents and the public all have reason to contemplate with satisfaction.

The first strictly commercial advertisement is close upon ten years later in point of time than its literary brother, delineated above, and it possesses addi-

tional interest from the great part since played by the commodity advertised, in the social economy of civilized life. The "ad." appeared in the *Mercurius Politicus* of September 30, 1658, and is in the following words:

That Excellent and by all Physicians approved *China Drink* called by the *Chineans Tcha*, by other Nations *Tay alias Tee*, is sold at the Sultaneess Head Cophee House, in *Sweeting's Rents*, by the Royal Exchange, London.

At the date of this advertisement, tea had been known in England for upwards of forty years, but its use had been very restricted by reason of the small quantities received and the excessive price, sometimes as much as one hundred dollars per pound, according to the present value of money. By 1660, however, its consumption at the coffee-houses had become so general that an excise of eight pence per gallon was laid upon the "drink," which tax was converted, thirty years thereafter, into a duty upon the imported leaf.

GOVERNMENT COMPETITION WITH PRIVATE ENTERPRISE.

The end and object of Government is to enforce public order and security, so that individuals may severally enjoy and exercise their opportunities and faculties free from interference with each other. In the discharge of this function, the Government necessarily makes use of a variety of personal and material instrumentalities, and it is of the latter class that we purpose now to speak. If, in so doing, we venture to "talk shop," it is because we can probably thus bring the argument home closer to a majority of those addressed.

The enormous use made of small notes by State banks of issue, before the introduction of the National Bank system, led to a rapid and high development of the art of steel engraving in the United States, elaborate and exact work being the best safeguard against counterfeiting, and ornamentation being one of the means apparently relied upon to popularize the currency; also to win business as among rival engravers. At the beginning of the civil war the capital invested in bank-note engraving was large; the craft of bank-note engravers numerous, skillful, progressive and prosperous, and there were enough well-founded and provided establishments to ensure wholesome competition and

advancement. Early in the war, the Government began to be an important customer for loan-certificates and circulating notes, and its wants were promptly and efficiently met, and at fair market rates. This might have continued to the present time, with advantage all around; the Government getting its engraving, upon competitive bids, at lowest reasonable cost, and the art expanding under the stimulating influence of liberal employment. But ere long there arose that oft-experienced desire on the part of people having others' purses to draw upon, to enlarge their patronage, control and responsibility. The Government became a bank-note engraver, and has been in the business for a quarter of a century, with the usual result of extravagant cost for the quality and quantity of the output. At the present writing a committee of Congress is considering whether the Bureau of Engraving and Printing shall be permitted to use the latest improved machinery for printing bank-notes, or shall continue the hand-presses for the purpose of affording more employment to labor. And in this last phrase lies the most formidable indictment against the efforts of the Government to engage directly in merchandising or manufacturing. However good the intention, however plausible the reason, the benevolent feature, in one form or another, is forever projecting itself. The most capable and enterprising people never seek Government employment and rarely accept it, so that the Government cannot have the best service if its agents desire it, and it pays a high price for an inferior description and result, which is not only unjust to the taxpayer, but injurious to the advancement of the arts and industries affected.

Take the Government printing for another example. The Government Printing Office at Washington is the largest printing-house in the world, and it needs the best-supplied public treasury in the world to sustain it. The man is not born and probably never will be born that could establish such a ratio between cost and product as would enable any private fortune to carry it on without depletion. The obstacles to profitable management are inherent and ineradicable, and so with any mercantile enterprise that any Government at any time and anywhere has attempted or shall attempt. The efforts of Government to effect directly

what can best be effected through private enterprise have always resulted, and must always result, in impeding individual growth and wasting individual resource.

A "BOTTOM" HINT TO ADVERTISERS.

An advertisement has been defined by a careful and otherwise excellent authority to be "the public announcement of a fact." There is a pregnant, though perhaps unwitting suggestion in this definition to those who advertise; it is that whenever, wherever and however they make this "public announcement," and whatever be the subject of it, the matter or thing advertised should be a *fact*. It is no greater mistake for him that has something good and genuine to sell, to leave the public to find it out for themselves than to attract people by a "taking" advertisement that lacks the element of truth. In the profession of the law, the capable yet conscientious advocate makes use of all the address and skill of which he is possessed, to present his client's side of the case in its most favorable aspect or bearing, yet he never departs from the evidence. So with the advertiser—he should commend his wares or services to the public in the strongest and most skillfully arranged light they will bear; but the things commended should be the things he has at disposal and he should never represent them as having properties they do not possess.

THE PHONOGRAPH.

ITS PROBABILITIES AND POSSIBILITIES.

In an article, entitled "The Phonograph and Its Future," appearing in the *North American Review* for May, 1878, Mr. Edison, in speaking of himself in relation to the possible and probable uses of the phonograph, said: "The possibilities are so illimitable and the probabilities so numerous that he—though subject to the influence of familiar contact—is himself in a somewhat chaotic condition of mind as to where to draw the dividing line. In point of fact, such line cannot with safety be defined in ordinary inventions at so early a stage of their development. In the case of an invention of the nature and scope of

the phonograph it is practically impossible to indicate it to-day, for to-morrow a trifle may extend it indefinitely."

It is beyond the scope of this article to describe the construction or operation of the phonograph. Those who are unacquainted with, or who desire further information regarding these technicalities, will find information on these points in the article by Mr. Edison above mentioned, which explains the phonograph of ten years ago; or in an article in the *New York World* of May 12th of this year, describing the phonograph of to-day. It is, however, necessary, at the beginning to know what the phonograph can accomplish, not to what uses it may be put, for they are but the applications of its power; but to know in what its capabilities consist. Knowing this, we shall have a foundation on which to base our reasoning. What better evidence as to the accomplishments of the phonograph can be desired than the testimony of the inventor himself? Let Mr. Edison, then, speak; or, rather, let us quote once more from his article on the phonograph: "The stage of development reached by the several essential features of the phonograph demonstrates the following as *facts accomplished*:

"1.—The captivity of all manner of sounds heretofore designated as 'fugitive,' and of their permanent retention.

"2.—Their reproduction, with all their original characteristics, at will, without the presence or consent of the original source, and after a lapse of any period of time.

"3.—The transmission of such captive sounds through the ordinary channels of commercial intercourse and trade in material form, for purposes of communication or as merchantable goods.

"4.—Indefinite multiplication and preservation of such sounds, without regard to the existence or non-existence of the original source.

"5.—The captivation of sounds, with or without the knowledge or consent of the source of their origin."

All of these functions the phonograph of to-day is able to perform. But to what practical uses can these functions be applied? This question is partly answered by Mr. Edison, who, in speaking of the practical applications of the phonograph, says: "Among the more important, may be mentioned let-

ter-writing and other forms of dictation, books, education, reader, music, family record, and such electrotape applications as books, musical-boxes, toys, clocks, advertising and signaling apparatus, speeches, etc., etc."

No attempt is herein made to separate the probable from the possible; nor could such an attempt be successfully undertaken, for the probable and the possible are so merged at present as to render material distinction impossible. And, after all, is there any distinction? That which to-day is possible, to-morrow is probable, and the next day is an actuality. The possible, in an instant may become the probable, or, leaping over the latter, may embody itself in the concrete fact.

Without looking too far ahead, we may, in the near future, expect to see the phonograph used as a letter-writer and reproducer of various classes of dictation; as a reader; also, as a musical-box, reproducing both vocal and instrumental sounds. Its uses for such purposes are already established. Changes of mechanical detail are required to suit it to some of the other uses named, and from still others it is debarred at present by reason of its increased expense over existing methods. We shall, without doubt, have phonographic books, not only for the blind, but for those who prefer to be read to rather than to read. In favor of phonographic books, Mr. Edison says: "The advantages of such books over those printed are too readily seen to need mention. Such books would be listened to where now none are read. They would preserve more than the mental emanations of the author; and, as a bequest to future generations, they would be unequalled. For the preservation of languages, they would be invaluable."

The phonograph is destined to work great changes in existing arts. The arts of writing and printing will probably always exist, but the phonograph will encroach upon what are now their exclusive territories. The pen and ink, the press and type, supplanted the waxen tablets and the stylus, which after centuries of disuse, return and threaten their usurpers. For what is the recording-needle of the phonograph, cutting symbols of spoken words into the waxen surface of the phonogram, but a restoration of the stylus and wax tablets of the ancient Romans?

There are those who will scoff and

put forth reasons why such and such a thing could not be within the bounds of the possible. To them let Mr. Edison reply, that "the minor and totally inconsequent details, which seem to arise as obstacles in the eyes of the groove-traveling man, wedded to existing methods, will wholly disappear before that remorseless Juggernaut — 'the needs of man.'"

—Phonovator.

INTERVIEWING.

BY AN INTERVIEWER.

An interview, in the journalistic sense, is a dialogue held between a newspaper reporter and some other person, for the purpose of obtaining an expression of that person's knowledge or opinion on a given subject, with a view to its publication by the authority, and in the name and, substantially, the words of the declarant. This definition marks at once the nature and extent of the reporter's function. Whether it happen that the fixing of public attention for the time being upon a particular subject leads him to the selection of the person to be interviewed, or the attaching of popular interest at the moment to a particular person indicates the choice of a topic for an interview with such person, the business of the interviewer is to draw out an utterance of that person's knowledge or opinion respecting that subject-matter. The knowledge need not be strictly personal, but may include facts known only by hearsay from creditable sources; and the opinion need not be wholly affirmative, but may extend to rational criticism and refutation of counter opinions proceeding from recognized authority.

The above statement of the scope of an interview suggests the means by which its proper results are to be attained. Whether the interview move from the person to the topic, or from the topic to the person, the first care of the interviewer should be to qualify himself to bear his own part efficiently in the contemplated conversation. Suppose it, for example, to be the intention of a reporter to meet that eminent theatrical author and manager, Mr. Augustin Daly, on board the steamer, in the lower bay of New York, upon his return from a dramatic season in London. He knows, beforehand, the line of subjects on which Mr. Daly is able

to talk with precision, fullness, and weight of authority; he knows what aspects of those subjects constitute part of the news or speculation of the day, and he knows, in general, what opportunities have been presenting themselves, or have lain open to Mr. Daly to increase and bring down to date his stock of information and ideas pertaining to the English stage. He will wish to ask that gentlemen how the plays and the company exhibited by him were received by our British cousins; what, in either, made a particular impression upon their audiences, or failed, conspicuously, to impress them; and, so far as those experiences vary from those acquired at home, the grounds of the difference. He will wish to know the present disposition and habits of the British people in respect of play-going in general; in what channels the public taste or fancy is running; the state and tendency of dramatic literature in England, and the existing condition of the art of acting in that country. His skill and experience as a journalist will remind him that to make his intended report of the interview appetizing, it must be adequately seasoned with personality and comparison. He must, therefore, go down the bay possessed of what may be figuratively termed a "speaking acquaintance" with the names, reputations and characteristics of the leading American and British actors, actresses, playwrights and managers, and of at least a superficial knowledge of recent theatrical history, administration and accessories in both countries. He must, also, prescribe to himself the nature and order of the several subdivisions of his topic, and anticipate, so far as possible, the course and character of the impending interlocution, that he may be prepared for any turn or direction the subject may take in the midst of its exposition. The person to be interviewed, "caught on the fly," as it were, and untrained in the development or presentation of a matter conformably to journalistic rule and practice, will, in nearly all cases, need such aid and collaboration as are herein outlined, in order to come out of the ordeal with credit to himself, and with service to the newspaper and its constituency for which and whom his time and other valuable possessions are gratuitously drawn upon, saving such indirect compensation as may flow to him, and which, it must be admitted, is sometimes substantial and considerable.

If it be objected that, having regard to the time and space at command of the interviewer, the kind or degree of preparation or qualification indicated above as necessary must be regarded as fanciful or excessive, or beyond the reasonable capacity of those who do the work of journalism, the answer to the objection is that, by comparison, nothing more nor different is demanded than is practiced by any careful or conscientious lawyer who appears before a judge at chambers in support of or opposition to, a merely intermediate proceeding in some action or suit, and who knows beforehand that the net result of his qualification, preparation, time and labor will be summed up in the formula, "Motion denied," or "Motion granted." Or to take a direct example, it is a matter of undeniable fact that even briefly reported interviews frequently appear in leading newspapers that involve greater preparation, and larger expenditure of time, money, thought and labor than are even suggested in or by this article. There are, however, interviews and interviews. If Mr. Irving, upon his next visit to this country, is to be caused to "stand and deliver" himself upon the subject of the recent Papal rescript to the Irish bishops, or our own General Sherman upon that recondite topic, the Labor question, there can be no need of preparation on the part of the interviewer, since the only and obvious purpose of such an interview would be to bring about a casual association of the name of a prominent person with a prominent topic, and to induce the former to say anything about the latter, without regard to the quality or value of what may be said.

The interview, logically speaking, should not, and, as a matter of fact, probably will not, disappear from the columns of the press. It is nothing more than a development of the old fashions of resorting to informed and instructed men for the materials of impersonal articles or paragraphs, and of publishing the monographs of such persons in the formal guise of communications to the editor. It is, for some purposes and in some cases, better than either of the old modes, because it ensures a more accurate reproduction in print of what has been said by those whose words the public wish to hear; also, a fuller and closer cogitation of the matter to be spoken, through the suggestive and restrictive co-operation

of the interviewer with the principal character. Furthermore, it affords opportunity for the introduction of subordinate touches respecting personality and surroundings which gratify a sensation of curiosity inherent in human nature, and which as naturally and conveniently finds its satisfaction in the columns of the press, in these times, as formerly it did in the spoken gossip of the forums, baths and amphitheatres of ancient towns and cities.

If, as seems probable, the interview is to remain as a prominent and important feature of journalism, its character needs redemption from the ill favor with which persons subject to be interviewed in large part regard it. They must not be reported as saying things they have not said, nor must the things they have uttered but desire not to be published appear in print. As antipodes in the domain of interviewing may be taken the Paris correspondent of the London *Times*, from whom nothing is withheld, because of the assurance felt that he will repeat nothing inopportune or confidential, and whose capacity and value as a journalist are greatly enhanced by the abundance of his information in proportion to what he publishes, and the smart young correspondent of a Buffalo newspaper, who, having reported a conversation held with Mr. Blaine, after notice from the latter that he was not speaking for publication, sought to justify his conduct by the plea that though Mr. Blaine had prescribed confidence, he himself had not promised it. There are various obligations under which an interviewer lies to the informant who consents to enter into relations with him, or to a desired informant who exercises his undeniable privilege of declining to take the public into his confidence; but these obligations are in no wise different from those by which all other persons and classes are bound, and need not here be enumerated or expounded.

In a letter to his friends at home, an intelligent foreigner states, that "when a great man dies in the United States, the first thing done is to propose a fine statue in his honor; next, to raise a part of the necessary money; next, to forget to order any statue, and last, to wonder what became of the money." The remark shows close observation and clear judgment.—*Ex.*

STRAIGHT TIPS ON THE TARIFF SWEEPSTAKES.

BY OUR SPORTING CONTRIBUTOR.

The great autumnal event, to come off, early in November, over the national course, excites such general interest and discussion, that it has been deemed serviceable to the readers of this journal to present, with the aid of a competent book-maker, an accurate and impartial summary of points bearing upon the pedigree, antecedents, form and other qualities of the competing champions, *Free Trade and Protection*, thus affording our patrons a useful means of weighing their own theories and predilections as to the merits and chances of the respective runners, and of bringing to book, as it were, so much of the loose and inflated "horse talk" common to such occasions as may effect a lodgment in their ears.

Should any reader find the technical lingo a little hard and unfamiliar, he will kindly remember that one cannot "talk horse" intelligently except in the *patois* of the turf, and with this explanation and apology let us plunge into our topic.

I. Governments have a logical right to regulate the commercial intercourse of their subjects with other nations, the promotion of the greatest good to the greatest number being the true motive and measure of interference; but as Governments always tend to an excess of activity, the mere desire of those in power to regulate anything is not in itself a sure criterion of the wisdom of their proposals.

II. It is not safe to borrow from the experience or example of others, except so far as a parity of circumstances has been established.

III. Principles are universal and immutable, but their application should vary as the facts to which they are to be applied; the fact being determined before the principle is invoked.

IV. Neither Free Trade nor Protection is a political axiom, calling for unceasing and invariable enforcement; but a rule of policy, subject to current circumstances.

V. Diversification of the industries of a community is a public good in itself, for which a fair but not an excessive price may properly be paid, and some industries are sometimes matters of such public concern that they are justly to be fostered by any reasonable

form and measure of direct or indirect taxation.

VI. Changes of industrial policy, howsoever wise or necessary, always occasion some loss and inconvenience, and should be effected as easily and gradually as the paramount interest will permit; the Government being morally bound to protect, so far as practicable, creations or developments of a policy destined to present modification or reversal.

VII. Established interests that are menaced by impending changes are naturally more unified, alert and vociferous than interests that are likely to be benefitted should the changes be effected, and allowance is therefore to be made for the certain and sometimes unconscious exaggerations of those in peril.

VIII. Protective duties that effect their purpose increase direct cost to the consumer, but when properly laid, compensate him in other directions.

IX. Protection retards improvement by narrowing the field of competition, but when suitably applied, stimulates improvement by intensifying competition within the smaller limits.

X. Restrictions on foreign trade, in former days, often arose from a desire to prevent an outflow of gold and silver, but as industry and wealth result from exchange of commodities, and not from accumulation of the precious metals in excess of current needs, such reason would not now be held good.

XI. Protective duties on things protected by natural advantages are simply inoperative and do neither harm nor good.

XII. Towns, being the seats of manufactures, have a natural trend towards Protection, and rural communities, the opposite native disposition.

XIII. Wages tend to rise more slowly than prices and to fall more rapidly; hence, changes in prices affect wage-earners unfavorably for the time being, except so far as trades-unions can protect them.

XIV. So long as England was an exporter of agricultural products, the land-owners and land-holders were free-traders, as desirous to push their exchanges into the widest markets; and, contrariwise, the manufacturers were protectionists, as desirous to keep their home market free of foreign competition. When the application of machinery to the textile industries overstocked the home market, and the Napoleonic

Wars suspended or diminished manufacturing capacity on the Continent, the manufacturers became free-traders, in order to widen their markets abroad; while the landed interests, having no longer a surplus for export, and threatened with home competition from foreign produce, became protectionists with regard to the products of agriculture.

XV. The first tariff act under the American Constitution, which averaged duties at less than nine per cent., gave effective incidental protection to native manufactures, because of the great cost of transportation in those days. The tariff act of 1816 raised the average to 25 per cent., and was meant to preserve the advantage that home manufacturers had enjoyed through the exclusion of foreign goods during the preceding war. The tariffs of 1824 and 1828 raised the average to 33 and 37 per cent., and bore heavily on the South, which was raising cotton by unskilled, unpaid labor, and wished the widest markets and cheapest exchanges it could get for its single important product. The tariff act of 1832, which was directly for protective purposes, threatened the Union with the loss of the South, and was replaced by the act of 1833, which provided for a gradual reduction of duties to an average of 20 per cent. The tariff act of 1842 was a return to moderate protection, but that of 1846 expelled Protection from the revenue system, and that of 1857 lowered duties still further. Protection came back with the war tariff of 1861, and has been the national policy ever since.

XVI. Free labor and diversified industry now exist all over the Union; consequently, the tariff cannot again become a sectional question, but will be one of classes and localities; Congress, as the legislature of the nation, rightfully regarding the country and its interests in the mass.

XVII. In considering the immediate needs and interests of the Union, regard must be paid to the circumstance that the territorial extent, size of population, and diversified climate and natural products of the country, ensure absolute free trade over what is practically a wider area than was open to the whole world two centuries ago.

XVIII. In reviewing the past prosperity of the country, due credit must be given to the drafts made on its natural resources, which, to the extent

that they have been drawn, have effected a reduction of capital by converting it into income.

XIX. Protection logically favors corporate industry, because such aggregation of capital offers the greatest economies of manufacture; hence, general discouragement of corporate enterprise is an indirect attack upon such benefits as Protection may be capable of affording.

XX. Wages being naturally regulated by the law of demand and supply, a protective system should include labor as well as materials within the sphere of its fostering operation, but with such wisdom and caution as to minimize, as far as possible, the loss of \$750 per head which each adult skilled laborer from abroad is estimated to be worth to the United States.

A MASTER OF ARTS.

Such the title, borrowed from the category of academical honors, that printers everywhere will recognize as fittingly applied to the President of the United Typothetæ of America, a biographical sketch of whom is here presented.

Theodore L. De Vinne is a true-blue Yankee from Connecticut, where he was born, in the old borough of Stamford, on a Christmas day, sixty years ago. His father was a clergyman of the Methodist Episcopal Church; a studious man, of a clear, firm intellect and strong power of expression; altogether, a person of note in his profession and denomination. His mother, as often occurs with men who raise themselves to distinction, was a woman of remarkable mental ability. The boy, responsive to the influence of birth and rearing, became an early lover of books and failed not, by diligent study of them with advancing years, to transmute a good share of their passive utility into elements of his own character and habits. After enjoying such advantages of education as the schools and academies of his neighborhood afforded, he entered the office of the *Newburg Gazette* in his fifteenth year, and went therein through the customary gradations of roller-boy, compositor, pressman, jobber, mailing-clerk and "scissors-man," and was also an occasional contributor to the columns of that journal. Desirous of acquainting himself with the methods and practices

of other and larger establishments, he came to New York and entered upon a round of employments in various book and job offices and upon daily and weekly newspapers. At the age of twenty-two he was offered and accepted the place of foreman in the office of the late Francis Hart, and nine years later became the junior partner therein. In this capacity he began a patient effort to transform the nature of the business from job to book printing, and in the end was completely successful. In 1877, upon the death of Mr. Hart, he became the sole proprietor of the business and carried it forward to new successes, ending in the firm establishment of the De Vinne Press. Among the notable artistic issues of that press are Loubat's *Medallic History of the United States*, Curtis' *Velasquez and Murillo*, *Sport With Rod and Gun*, and numerous reprints for the Grolier Club, of which he has been a leading member. The Harpers, Appletons, Scribners, and many other of the principal publishing houses have been and are among his patrons. The *Century* and *St. Nicholas* magazines bear monthly witness to the quality of the work of the De Vinne Press.

Mr. De Vinne, in his nearly forty years of active supervision, has effected many improvements in the methods and usages of a printing office; devising also new systems of accounts and a new routine of business, and inventing new forms of the printers' case, a new bevelling machine, and an improved mode of keeping machines in order. None of his mechanical improvements have been patented, but have been left open to the free use of those of his craft. Without special or perfected arrangements for the admission or training of young persons in typography or the related arts, he is always careful to notice, encourage and facilitate particular talent or devotion among the youth in his employ.

Mr. De Vinne is an author as well as printer. Two historical works, "Invention of Printing," 1876, and "Historic Types," 1878, bear his name on their title-pages. The more technical and utilitarian "Printers' Price List," dates back to 1868, with a second edition in 1870. He has been a frequent contributor to Printers' journals, and the *Century* for June, 1888, has a scholarly and most interesting article by him on Plantin and the Plantin Museum at Antwerp. So far, he has

held to the theory of the invention of printing by Gutenberg, although the current of late has set strongly in the direction of the Hollander, Coster.

Mr. De Vinne is a life member and past-president of the New York Typographical Society, a member of the New York Typothetæ, President of the United Typothetæ of America, a correspondent of various foreign typographical societies, and a founder and Vice-President of the Grolier Club. He was the founder of the now extinct Society of Employing Printers. All his studies and intellectual recreations have been in association with his life's work; he has lived by typography by day, and lived on it by night. That his name will have a conspicuous and honorable place in the history of Typography in America is a matter of certainty; but when a man has set his vocation so high and, in addition to exercising it practically, has devoted his time and abilities so singly to study, contemplation and exposition of its history and philosophy, as in the case of our subject, it is not surprising that he should be more impressed with what he has failed to do than with what he has effected. Mr. De Vinne would like to see "the art preservative of arts" better organized than it is at present; he would like to see ampler and sounder means of teaching it to those who are to carry it on in the coming generations; he would like to see more scholars and devotees in it, unfolding its principles, expounding its traditions, and developing its true artistic relations; he would like to see a cult of typography as conscious and vigorous as that of architecture, or painting, or sculpture; he would like to feel that he had done more towards all this than he believes he has done. But he knows that the hard facts of his own situation and of the general situation have been against him and his art; that he has been forced to substitute what he could for what he would, and that the personal relations of the members of the craft have not sufficiently crystalized into new forms to give place for that old zeal and spirit that distinguished the trade-guilds of a former time.

MOTTO FOR AN ADVERTISEMENT WRITER.—"This is an art which does mend nature—change it rather; but the art itself is nature."—*Winter's Tale*, Act IV., Scene 3.

VALUE OF ADVERTISING.

Everybody has heard of Frank Millet, says the *Boston Herald*. He paints pictures and writes magazine articles in time of peace, but when a war is "on" he becomes a "war correspondent," and is likely to turn up in the Soudan, the Transvaal, or the Balkans. But there was a time when he was not known. He sent pictures to exhibitions, to be sure, and good ones, but no one paid any particular attention to them or said anything about them.

One day he conceived an idea. He painted a picture of a lady in black sitting on a bright red sofa standing against a vivid yellow background. The effect was just a trifle startling. Friends who saw it in process of production expostulated with him, and asked him what he was going to do with it. They were simply astounded when he announced that he was going to send it to the exhibition. They labored with him, but in vain. They told him that the critics would "wipe the floor" with him. "They can't do that without mentioning me," said Frank, quietly, "and they've never even done that yet."

To the exhibition the picture went. It killed everything within twenty feet on either side of it. You couldn't help looking at it. It simply knocked you down and held you there.

The critics got into a towering passion over it. They wrote whole columns about it. They exhausted the English language in abusing it. They ridiculed the committee that permitted it to be hung. They had squibs and gibes about it, but every time they spoke of it they mentioned Frank Millet. He suddenly became the best-known artist in town. Somebody, because of the stir that it had made, bought the picture at a good price, and removed it to the seclusion of his own home.

When the next exhibition came off Frank had another picture ready, one of a very different sort, and very good, but no better than others which had been exhibited before. The critics had much to say about it, and "noted with pleasure the marked improvement" that Mr. Millet had made, "an evidence," as they modestly put it, "of the value of criticism, even though severe, to a young artist." And a majority of them never saw that Frank had simply compelled their attention by a clever trick.—*Chicago Times*.

Our Reading Table.

The advertising business is frequently carried beyond the bounds of good taste, says the *Chicago Herald*. Every one who has watched a procession—and who has not—has seen at the tag end many and many a time some wagon displaying an advertisement of some ware or other and the shouts from the crowded sidewalks were ample testimony that the cheek of the scheme had met its reward. The climax of forbearance was reached the other day, however, when following a solemn funeral cortege, at a little distance, it is true, but near enough to be associated with the sad procession, the very thing desired by the perpetrator, was a wagon bearing the sign painted in large, flaming letters: "Cure for Consumption."—*Peck's Sun*.

AMERICAN NEWSPAPER DIRECTORY.

The twentieth annual edition of this statistical exhibit of the American and Canadian press, is an octavo of 1,456 pages, the typography, paper and binding of which are each creditable to the country of publication and worthy of the subject-matter of the volume. Mr. John Southward, an English author of high reputation in the technical department of Printing, has recently said of the serial publications devoted to that great art and industry: "The journals which record its progress and describes its products, are unrivalled in their excellent mechanical attributes." Their literary character is usually worthy of their mechanical excellence, and they comprise an immense collection of facts and speculations on the subjects involved." Similar words of praise, in respect of the related art and profession of Journalism, might with equal truth and propriety be applied to this latest issue of the American Newspaper Directory.

The principal contents of the volume are, first, a list of newspapers and periodicals, arranged alphabetically by States and towns, showing the population, location and industrial characteristics of the towns, and the names of the publication, with their politics or class, periodicity of issue, age, form, size, cost, circulation ratings and names of editors and publishers; secondly, a list of newspapers and periodicals, arranged alphabetically by States and counties, with names of the county-seats, and the names, periodicity of issue and circulation ratings of the publications, and, thirdly, a list of class publications (to which there is a convenient alphabetical index), intelligently arranged into correlated groups, and including all those published in foreign languages.

There is much matter in the contents of the Directory interesting to the general and even the cursory reader; but those to whom it will prove of the greatest value are journalists and advertisers. That newspaper proprietors appreciate the extent to which the latter class will resort to it is evidenced by the appearance in it of 436 pages of displayed advertisements, wherein some 2,750 newspapers present their claims to the advertising public. A well-

written preface affords to advertisers a variety of means for judging how their particular needs and circumstances can best be accommodated, and it is anything but a detraction from the usefulness of the work that the publishers, Messrs. Geo. P. Rowell & Co., of No. 10 Spruce St., New York City, who conduct, upon their own account, one of those great advertising agencies so prominent in the United States, devote thirty-five pages to explaining to the intending advertiser how he can serve himself, and make profitable use of their services in his behalf.

"The coming newspaper," says a well-known journalist, "will not print any advertisements." If this is so, the coming woman will not read it.—*Somerville Journal*.

The *Evening Post* furnishes some translations from a printed manual for professional beggars at Paris, which supplies the names and addresses of the known charitable persons in the various quarters of that city, and instructs the imposter how the game is to be worked with each. One philanthropist gives rent money for persons about to be put on the street; another supplies orders for clothing poor children too ragged otherwise to be sent to school; another relieves the alleged victims of political persecution; another is deaf to all appeals except in behalf of young children and their mothers; another (a religious devotee) interests herself in behalf of poor persons needing clothes wherein to get married, or to have children baptised or confirmed, and so on through the whole list. Such a manual would be a boon to beggars by profession in New York, Philadelphia, Chicago and other of our larger cities.

According to the old superstition of the mediæval Church, whenever a cock crows a lie is being told. The reason that cocks crow so persistently in the early morning hours is because the morning papers are being set up.—*Life*.

THE *Art Journal*, "a journal for progressive Art and Society Stationers," makes its first appearance upon the date of this first issue of PRINTERS' INK. The new journal will contain the "latest and best information touching the prevailing tastes in fashionable correspondence, art and society stationery, art specialties and novelties that rule the markets for '88 and '89." It is to be a monthly publication costing \$2 a year, and is published by Mr. W. M. Patton, of Philadelphia, the publisher of the *Paper and Press*.

Patent Medicine Man (to Editor)—"You made a nice mess of that testimonial advertisement."

Editor—"How?"

Patent Medicine Man—"John Smith wrote: 'Your "Live Forever Pellets" are doing me a great deal of good. Send another box'; and I told you to give it a prominent place."

Editor—"I did—immediately preceding the death notices."

Patent Medicine Man—"Yes; and the first death notice on the list was that of John Smith!"—*Tid Bits*.

"Yes," said the editor, as he put his mucilage brush in the ink bottle and tried to paste on a clipping with his stub pen, "yes, the great fault of newspaper contributors is carelessness. Indeed," he continued, as he dropped the copy he had been writing, into the waste basket, and marked "Editorial" across the corner of a poem entitled an "Ode to Death," "contributors are terribly careless. You would be surprised," said he, as he clipped a column of fashion items and labeled them "Farm Notes," to see the slipshod writing that comes into this editorial sanctum. Misspelled, unpunctuated, written on both sides of the sheet, illegible, ungrammatical stuff. Contributors are terribly careless. They are"—just then the office boy came, in that dictatorial and autocratic manner he has, and demanded more copy, and the editor handed him the love-letter he had just written his girl, and as he had forgotten what he had been talking about, went on with his work.—*Yankee Blade*.

"A PRINTER'S PARADISE."

Christopher Plantin, a French bookbinder, settled at Antwerp, becoming disabled by accident from further pursuit of an art wherein he was gaining distinction, turned printer somewhere about the year 1555, and in seven years had grown to high repute by reason of the uniform excellence of his typographical work and the quality and utility of the books issuing from his press. He was then broken-up on suspicion of being privy to the clandestine issue of an heretical book, but soon making his peace and ingratiating himself with the ecclesiastical authorities, he was enabled to recommence business on a larger scale than before, so that in a few years he was at the head of the greatest and most renowned printing house of his time. In 1576, he was again prostrated by the sacking and partial destruction of the city, but he struggled on for six years longer, when, leaving his reduced and languishing business to the charge of two sons-in-law, he betook himself to Holland, where for three years he served as printer to the new University at Leyden. Then he came back to Antwerp and resumed control of his office there, leaving it, at his death in 1589, to his son-in-law, John Moretus, and the latter's wife, Martine Plantin, with directions to keep the business undivided and, if possible, in the family. John Moretus continued the business successfully, and his two sons, Balthasar and John, brought it to the highest stage of prosperity, the chief occupation and profit arising from a concession to Plantin by Philip II. (he of the Invincible Armada that figures so largely in the history of England) to print all the liturgical books used in the Spanish dominions. This monopoly had been granted in part consideration of Plantin's enterprise and sacrifices in bringing out the famous Polyglot Bible, and it was not cancelled till 1808, by which time the business had been declining for considerably more than a century, and in 1867 the historic house of Plantin-Moretus came to an end. In 1875,

the municipality of Antwerp, at a cost of upwards of \$300,000, became owner of the premises, office and household furniture, presses, printing materials, paintings, drawings, manuscripts and library, and with them constituted and arranged the Plantin Museum, the most interesting souvenir to typographers in the world. Among the contents are family portraits, and portraits of scholars variously associated with Plantin (including those of Lipsius and Montanus), etchings and designs by Rubens, Van Dyck, Teniers and other famous artists, several thousands of initial letters worthy the attention of modern typographers, more than 2,000 engraved copper-plates, and nearly 15,000 engraved wood-blocks, a library of 14,000 bindings, including manuscript accounts, records and correspondence exhibiting the complete economy of an old-time printing and publishing establishment, a collection of Plantin's presses and cases of type, portions of the type-founding plant, the little retail book shop, with its contents, carried on by Plantin's women-folk in the day of small things, and much tapestry and household and office stuff of various kinds. All this, by the aid of a loving personal visit and the monographs of Roose, Degeorge, and Backer and Ruelens, and perhaps other works, Mr. De Vinne charmingly describes and recounts in the June issue of the *Century*, assisted by illustrations from special drawings and old paintings and engravings, and a notable contribution it will prove to many an author, publisher and printer. The learned author dares not to think that if ever there should be a De Vinne Museum of Typography in Lafayette Place, the pencil of a future Joseph Pennell could bathe its precincts and relics in an artistic atmosphere, as the present Joseph has done for the *Musee Plantin*; but the world of two or three centuries hence will have its say on that point, perchance.

A Tennessee country editor who went off for his summer vacation left the following notice on his office door: "Will be gone for several days and have left matters in charge of the office boy. People who wish to pay subscriptions will see our wife. Those who have complaints to make will please go to the devil."—*National Publisher and Printer*.

FOR SALE.

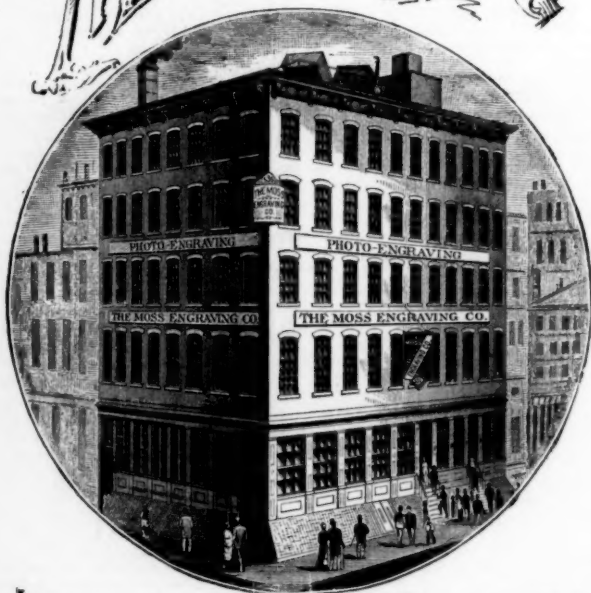
FOR SALE—A Two-roller, Drum Cylinder Hoe Press. Bed 30x42 inches. Size of Cylinder 53x34 inches. In good order. Will be boxed, shipped and sold on very easy terms. Or at a bargain for cash to any one who will examine it as it stands and remove at their own cost. Address W. D. WILSON PRINTING INK CO., Limited, 140 William Street, New York.

FOR SALE—An Adams Press. Size of Platen 26x40 inches. In good order. Will be sold at a bargain, for cash, to any one who will examine it as it stands and remove at his own cost;—or will be boxed, shipped, warranted and sold on easy terms to an approved purchaser. It must be sold quickly on some terms. Address W. D. WILSON PRINTING INK CO., Limited, No. 140 William Street, New York.

John C. Moss, Pres.
R. B. Moss, Secy.

M. A. Moss, Treasurer.

J. E. Ramsey, Secretary.
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Send green stamp for circular. Send photograph, drawing or print, for estimate,



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Fine Illustrated Circulars by our Moss-Type Process.

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**THREE EDITIONS DAILY,
SUNDAY and WEEKLY.**

THE POST-INTELLIGENCER is the representative journal of Washington Territory and the only journal of general circulation in the Territory. It has also wide circulation in Alaska, Northern Idaho, Oregon and British Columbia.

The country is new and rapidly growing in every way. As yet it supplies few of its own necessities by home manufacture, so that its demands for manufactured goods and general merchandise are very large in proportion to its population.

Trade has not yet settled into regular channels, and the country affords a fine field for enterprising competition in all lines.

THE POST-INTELLIGENCER is the first and practically the only paper which goes INTO a thousand Logging Camps, Coal Mines and centres of remote settlement.

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Sunday,	-	-	-	-	-	-	7,000
Weekly,	-	-	-	-	-	-	8,500

SUBSCRIPTION RATES.

Daily,	-	-	-	-	per year,	\$10.00
Sunday,	-	-	-	-	" "	2.00
Weekly,	-	-	-	-	" "	2.00

Advertisers cannot reach the better part of a great constituency except through its columns, which convey to two hundred thousand readers the news of the day or week. Many of these conform their daily business to its quotations and receive their views of public matters from the POST-INTELLIGENCER.

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THE POST-INTELLIGENCER CO.,

SEATTLE, W. T.,

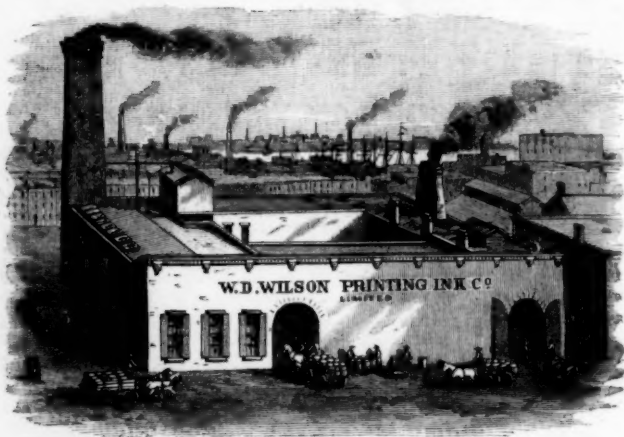
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SUPERIOR LITHOGRAPHIC VARNISHES
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W. D. WILSON PRINTING INK CO., L^{td}.




FREE BY MAIL


For 30 Cents.


We have lately issued a new edition (the 170th) of our Book called "Newspaper Advertising." It has 256 pages, and among its contents may be named the following Lists and Catalogues of Newspapers :

 **DAILY NEWSPAPERS IN NEW YORK CITY,** with their Advertising Rates.


 **DAILY NEWSPAPERS IN CITIES** having more than 150,000 population, omitting all but the best.


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 **A SMALL LIST OF NEWSPAPERS** in which to advertise every section of the country; being a choice selection made up with great care, guided by long experience.


 **ONE NEWSPAPER IN A STATE.** The best one for an Advertiser to use if he will use but one.

 **BARGAINS IN ADVERTISING IN DAILY News-**papers in many principal cities and towns, a List which offers peculiar inducements to some Advertisers.


 **LARGEST CIRCULATIONS.** A complete list of all American papers issuing regularly more than 25,000 copies.

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 **THE BEST LIST OF LOCAL NEWSPAPERS,** covering every town of over 5,000 population and every important county seat.

 **SELECT LIST OF LOCAL NEWSPAPERS,** in which advertisements are inserted at half price.

 **5,718 VILLAGE NEWSPAPERS** in which advertisements are inserted at \$42.15 a line, and appear in the whole lot—one-half of all the American Weeklies.

 A copy of this book will be sent free by mail to any address on receipt of **THIRTY CENTS.**

Address,

GEO. P. ROWELL & CO.,
NEWSPAPER ADVERTISING BUREAU,
10 Spruce St., New York.

An honest farmer, on a cold winter day, found a snake lying torpid in the road. Remarking to himself that he was not so stupid as he looked, he dispatched the reptile with his boot. On reaching home he noticed in yesterday's newspaper a large reward for the afore-said snake, if returned in good order to the museum in a neighboring town. This fable teaches farmers that they must get up before breakfast and read the advertisements, if they want to keep up with the procession.—*Table Talk*.

Editor (through speaking-tube, to foreman)—“Are the forms closed up yet?” Foreman—“No, sir.” Editor—“Lift out the editorial on ‘The Curse of Rum’; Wine, Handlung & Co. have just sent in an ad.”—*The Epoch*.

“What do you publish a paper for, I'd like to know?” sarcastically inquired an irate politician, tackling a country editor.

“For \$2 a year, in advance,” responded the editor, “and you owe me for four years.”—*Grocers' and Cannery's Gazette*.

“Won't you give my new play a good puff?” asked an author of a dramatic critic.

“I hardly think it would be safe.”

“Why not?”

“Well, its so weak that a puff would blow it to pieces.”—*New York Sun*.

Lady (entering Burlington editor's sanctum)—“I should like to find out, sir, something about the condition of the poor in this town.”

Editor—“Well, ma'am, at present we are well supplied with potatoes and cordwood, but a new pair of trousers or a spring overcoat would be quite acceptable.”—*Burlington Free Press*.

A country editor wrote at considerable length upon “The Future of Hog Raising,” and a rival editor advised him not to be so anxious regarding his descendants.—*Texas Siftings*.

Office boy (to country editor)—“Man outside, sir, wants to see the editor.”

Editor (anxiously)—“What does he want of the editor?”

Boy—“Says he wants to mop the floor with him.”

Editor (relieved)—“Oh, show him in. I was afraid it was somebody come to stop his paper.”—*Life*.

“A genteel carver,” says a book on etiquette, “always sits when he carves.” Carvers who get on the table and have a wrestling match with the chicken are known by some other name.—*Rochester Express*.

Editor's young wife—“My dear you must pardon me for coming down in a wrapper this morning.” Editor—“Don't mention it, my love. Some of our most valuable exchanges come to us in wrappers.”—*Burlington Free Press*.

Insurance Agent—“If you insure in our company, you will get your money back in your old age when you need it. You will have a good income when you are aged.”

His Victim—“I shan't need it. I am sure of a good income in my old age. My business assures it!”

Insurance Agent—“Why, what do you do?”

His Victim—“I am a magazine writer. I am not paid for my articles until after their publication. My old age is all fixed. What I want is a present income.”—*Puck*.

Editor (to intellectual-looking young man)—“No poetry this morning, my friend. We're full of it.”

Young Man (handing him manuscript)—“It's not poetry, sir; it's prose.”

Editor (looking at the manuscript)—“H-m—yes—gas, one month, seventy-five. Just leave it, please, and I'll read it at my leisure.”—*Tid Bits*.

“Where did you go last night?” said a traveling man to a newspaper man.

“I went around to see our friend Pendleson's new play. It was presented for the first time.”

“Interesting?”

“Well, to be frank, not very.”

“What was the motive of the piece?”

“The motive? As far as I could judge, the motive was the extermination of the whole human race.”—*Merchant Traveller*.

“I know I've got a vein of poetry in me, sir,” confidentially asserted the young man to the editor, “and all I want is a chance to bring it out. What would you suggest, sir?”

“I think you had better see a doctor and have it lanced.”—*Life*.